

DRAFT
STUDENT AID AWARENESS
LONG-TERM (2004) AND SHORT-TERM (2001) OBJECTIVES

VISION OF SUCCESS-

Awareness of student financial aid—Federal, state, private—and the application process is so prevalent that all individuals consider postsecondary education as an option at any juncture of life. The right information is given at the right time so that decisions are informed.

PRIORITY AREAS FOR DIRECTION OF STUDENT AID AWARENESS	LONG-TERM (2004) OBJECTIVES	SHORT-TERM (2001) OBJECTIVES
Targeting aid information to populations that need it most	<ul style="list-style-type: none"> SFA has a comprehensive series of off-the-shelf information products, including: public service announcements; web-streamed presentations; paper publications; and downloadable Power Point presentations and scripts, covering all aspects of student aid. These products are of various lengths, in various languages, in various media. They are targeted to the concerns of a wide variety of specific audiences, and they are delivered through a variety of distribution systems, including: e-mail; direct mail; partnership networks; and secondary distribution points 	<ul style="list-style-type: none"> Agreement on a 4-year plan for development of new products for targeted audiences Completion of the first year new products Completion of plan for and set up for year 2 objectives Established feedback mechanism for determining efficacy of new products

Established partnerships to promote access to post-secondary education	<ul style="list-style-type: none"> Established strategic and integrated partnerships with national organizations that provide services to SAA targeted populations in order to champion access to postsecondary education An agreed upon model for determining partnerships 	<ul style="list-style-type: none"> Agreement on target population(s) for fiscal 2001 campaign Agreement on a categorized strategic pool of partners Partnerships formed with at least 3 new partners
Energized workforce and leadership	<ul style="list-style-type: none"> Employee development system in place System in place for identifying, attracting, and retaining or rotating staff All staff are capable of performing in each of the three SAA branches Training program in place for skill and behavior development Employee recognition system in place Gallup results are an average of 4.0 for SAA 	<ul style="list-style-type: none"> Agreement on skills mix necessary for SAA staff and leadership Staff on board up to FTE level IDP in place for all staff All staff completed <i>SFA Coach</i> Agreement on basic training for all staff and additional modules for specific job areas
Campaign management information system	<ul style="list-style-type: none"> A fully functioning campaign management tool in place and utilized by all staff 	<ul style="list-style-type: none"> Agreed upon work priorities and planning assumptions Organization and strategic priorities designed and developed Action plans developed and aligned with performance goals and development plans Customer profile sheets developed Defined requirements for the Campaign Management Tool

A NEXT STEP-

- SFA Management Council briefing and buy-in to SAA goals and objectives